



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Waterfront Strategies
Attention: Accounts Payable
1010 Wisconsin Avenue, Suite 800
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
953473-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
House Majority PAC	HOUSE MAJORITY PAC	1808

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	953473	06320097

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	79	86

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/02/12	10/05/12	10-11a Anderson Cooper 10-11a		-TWTF--	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$275.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Th	10/04/12	10:22 AM	10-11a	Anderson Cooper	10-11a	:30	HMP12-FL18-T02H	\$275.00	NM
2	10/02/12	10/05/12	Nightline	11:35-12:05AM	-TWTF--	:30	1	\$650.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$650.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W	10/03/12	12:01 AM		Nightline	11:35-12:05AM	:30	HMP12-FL18-T02H	\$650.00	NM
3	10/02/12	10/05/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	1	\$400.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu	10/02/12	12:21 PM		WPBF News 25 @ Noon	12pm-1230pm	:30	HMP12-FL18-T02H	\$400.00	NM
4	10/02/12	10/05/12	M-F 3-4P	M-F 3-4P	-TWTF--	:30	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$450.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Tu	10/02/12	3:50 PM		M-F 3-4P	M-F 3-4P	:30	HMP12-FL18-T02H	\$450.00	NM
5	10/02/12	10/05/12	Dr. Oz	4-5p	-TWTF--	:30	1	\$550.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$550.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W	10/03/12	4:21 PM		Dr. Oz	4-5p	:30	HMP12-FL18-T02H	\$550.00	NM
6	10/02/12	10/05/12	WPBF News 25 @ 5am 5-530am		-TWTF--	:30	1	\$200.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W	10/03/12	5:00 AM		WPBF News 25 @ 5am	5-530am	:30	HMP12-FL18-T02H	\$200.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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953473-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
House Majority PAC	HOUSE MAJORITY PAC	1808	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/02/12	10/05/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	1	\$200.00	NM
	Class of Time - Pre-emptible with notice								
7	10/02/12	10/05/12	M-F 5pm News	5-6pm	-TWTF--	:30	1	\$600.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	5:13 PM	M-F 5pm News	5-6pm	:30	HMP12-FL18-T02H	\$600.00 NM
8	10/02/12	10/05/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$300.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	5:46 AM	WPBF News 25 Mornings @ 5:30-5:57am	5:30-5:57am	:30	HMP12-FL18-T02H	\$300.00 NM
9	10/02/12	10/05/12	WPBF News 25 @ 6:00PM	6-6:30PM	-TWTF--	:30	1	\$1,000.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/04/12	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	HMP12-FL18-T02H	\$1,000.00 NM
10	10/02/12	10/05/12	Wheel Of Fortune	7-7:30PM	-TWTF--	:30	1	\$1,800.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/05/12	7:17 PM	Wheel Of Fortune	7-7:30PM	:30	HMP12-FL18-T04H	\$1,800.00 NM
11	10/02/12	10/05/12	Good Morning America	7-9AM	-TWTF--	:30	1	\$700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	7:30 AM	Good Morning America	7-9AM	:30	HMP12-FL18-T02H	\$700.00 NM
12	10/02/12	10/05/12	Jeopardy	7:30-8PM	-TWTF--	:30	1	\$1,900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$1,900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	7:42 PM	Jeopardy	7:30-8PM	:30	HMP12-FL18-T02H	\$1,900.00 NM
13	10/06/12	10/06/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$75.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1-	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/06/12	5:38 AM	Sat 5-6am News	Sat 5-6am	:30	HMP12-FL18-T04H	\$75.00 NM
14	10/07/12	10/07/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$125.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1	1	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	6:07 AM	Sun 6-7am News	Sun 6-7am	:30	HMP12-FL18-T04H	\$125.00 NM
15	10/07/12	10/07/12	Sun 630pm News	630-7pm	-----1	:30	1	\$750.00	NM
	Class of Time - Pre-emptible with notice								

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Advertiser	Product	Estimate Number
House Majority PAC	HOUSE MAJORITY PAC	1808

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/07/12	10/07/12	Sun 630pm News	630-7pm	-----1	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1	1	\$750.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su	10/07/12	6:55 PM	Sun 630pm News	630-7pm	:30	HMP12-FL18-T04H	\$750.00	NM	
16	10/02/12	10/05/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF--	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W	10/03/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	HMP12-FL18-T02H	\$1,000.00	NM	
17	10/08/12	10/08/12	Good Morning America	7-9AM	1-----	:30	1	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$700.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M	10/08/12	7:30 AM	Good Morning America	7-9AM	:30	HMP12-FL18-T04H	\$700.00	NM	
Total Spots							17		

Payment Terms 30 Days

<u>Gross Total</u>	\$11,475.00
<u>Agency Commission</u>	\$1,721.25
<u>Net Amount Due</u>	\$9,753.75